

ASSIGNMENT 3

Textbook Assignment: Chapter 5, pages 5-1 through 5-31.

3-1. The basic goal of marketing in Navy recruiting is to accomplish which of the following actions?

1. Find out where our market is and develop a plan to reach it
2. Contact as many people as possible
3. Equalize recruiting efforts in all areas
4. Develop a system to ensure level loaded goaling

● In answering questions 2 through 6, select the appropriate market segment term for the market given as the question.

3-2. Our total market.

1. Primary target market
2. Military available
3. A cell
4. Non-prior service

3-3. Upper mental group high school diploma graduates.

1. A cell
2. B cell
3. Primary target market
4. Secondary target market

3-4. Upper mental group non-high school diploma graduates.

1. A cell
2. B cell
3. C cell
4. D cell

3-5. 22- to 29-year old males.

1. A cell
2. B cell
3. Primary target market
4. Secondary target market

3-6. 17- to 21-year old males.

1. A cell
2. B cell
3. Primary target market
4. Secondary target market

3-7. The purpose of the STEAM is to ensure which of the following conditions are met?

1. Each NRS has an equal share of the market
2. Each NRS has a fair share of the market
3. Goals are based on market share
4. Both 2 and 3 above

3-8. Which of the following reports provides an accurate gauge of your recruiting success compared to the other services?

1. Daily production report
2. All service accession data report
3. ZIP code market analysis report
4. Station level market share report

3-9. RAF is computed using which of the following populations?

1. Male 17- to 21-year olds
2. Male 22- to 29 year olds
3. Male high school seniors
4. All of the above

3-10. What minimum percent of MHSS should test before you can use the ASVAB results to evaluate a school's quality?

1. 10 percent
2. 20 percent
3. 30 percent
4. 50 percent

3-11. If you feel your STEAM data is incorrect, which of the following actions should you take?

1. Submit revised numbers to the EDSPEC
2. Obtain documentation to support your claim
3. Request a re-STEAM
4. Submit a memorandum stating your claim to the EPO

- 3-12. Propensity to enlist refers to which of the following concepts?
1. The inclination of people in an area to enlist in the military
 2. The percentage of people in an area that meet enlistment criteria
 3. The historical recruiting success an area has produced
 4. The effort expended by recruiters to produce enlistments
- 3-13. When making territory distribution among recruiters, which of the following criteria should you consider?
1. Market quality
 2. Market segment distribution
 3. Type of territory
 4. All of the above
- 3-14. If you determine station boundaries need to be changed, which of the following actions should you take?
1. Make the change and send a copy of the new ZIP code assignments to the LTC
 2. Make the change and submit a revised listing to NOIC
 3. Request the change be approved by the EPO
 4. Request the change be approved by the CO
- 3-15. Responsibility for ensuring each NRS receives a fair share of the military available rests with which of the following individuals?
1. RINC
 2. ZS
 3. CR
 4. EPO
- 3-16. Ultimate duty assignments for recruiters are made by which of the following individuals?
1. ZS
 2. CR
 3. EPO
 4. CO
- 3-17. RAF considers which of the following factors?
1. Numbers only
 2. Numbers and demographics
 3. Quantity and quality
 4. Quantity and subjective considerations
- 3-18. The most important factor considered for manning assignments is _____.
1. RAF
 2. market quality
 3. recruiter preference
 4. past production
- 3-19. The station level market share report lists a market share for each ZIP code. This share is based on a percentage of which of the following totals?
1. Station
 2. Zone
 3. District
 4. Area
- 3-20. Select the formula for fair share goaling
1. $MKT\ WT \times MKT\ share + 1 - MKT\ WT \times RCTR\ share$
 2. $MKT\ WT \times RCTR\ WT$
 3. $MKT\ share + RCTR\ share$
 4. $TOT\ MKT \times WT + TOT\ RCTR \times WT$
- 3-21. When computing recruiter share, which of the following personnel should be counted?
1. On production recruiters only
 2. 9585 personnel only
 3. 9585 and 2186 personnel less off-production RINC's
 4. All recruiters including off-production RINC's
- 3-22. NRS 101 has 20 percent of the zone market and 4 of the 16 recruiters assigned to the zone. With a zone goal of 40 and equal market and recruiter weights, compute the goal for NRS 101.
1. 7
 2. 8
 3. 9
 4. 10
- 3-23. After computing fair share goals for stations in your zone, you compare PPRs. The highest PPR requirement is 3.4 and the lowest is 2.0. Which, if any, of the following actions should you take?
1. Raise goals so that each NRS needs 3.4 to achieve goal
 2. Readjust goals so that all NRSs will require a 2.7
 3. Adjust weights and recompute goals for all stations
 4. None

- 3-24. Upper mental group, work force, and minority goal should be assigned based on which of the following criteria?
1. Historical production
 2. Known carryovers
 3. All service accessions
 4. STEAM data
- 3-25. The SMART system is designed to fulfill which of the following purposes?
1. Ensure fair share goal distribution
 2. Assist in manning assignment decisions
 3. Identify where the quality market can be found
 4. Evaluate prospecting efforts
- 3-26. New contract overlays are retained for what minimum period of time?
1. 1 year
 2. 2 years
 3. 3 years
 4. 4 years
- 3-27. The purpose(s) of an itinerary is/are to accomplish which of the following actions?
1. Increase awareness of Navy opportunities
 2. Produce enlistments
 3. Both 1 and 2 above
 4. Save recruiters time
- 3-28. The ZS should provide itinerary training to RINCs by conducting check rides at what minimum interval?
1. Monthly
 2. Quarterly
 3. Semiannually
 4. Annually
- 3-29. An itinerary requires a total of 6 hours to complete. What maximum amount of time should be spent driving?
1. 1 hour
 2. 2 hours
 3. 3 hours
 4. 4 hours
- 3-30. Flexibility should be built into an itinerary.
1. True
 2. False
- 3-31. Time spent in an area should be in direct proportion to which of the following factors?
1. Size of the territory
 2. Percentage of military available
 3. Number of MHSSs
 4. Economic conditions
- 3-32. Which of the following locations is an example of an activity center?
1. Radio station
 2. Pizza restaurant
 3. Newspaper office
 4. Post office
- 3-33. Which of the following locations is an example of a lead generation center?
1. High school
 2. Pizza restaurant
 3. Television station
 4. Video arcade
- 3-34. If a recruiter is not getting referrals from a point of contact at an itinerary target market center, which of the following actions should you first take?
1. Change the point of contact
 2. Change the target market center
 3. Train the recruiter on referral techniques
 4. Train the recruiter on PDCing techniques
- 3-35. RINCs should run itineraries at which of the following times?
1. Before a new recruiter decides whether to keep an existing itinerary or develop his or her own
 2. Each time a new itinerary is developed
 3. When itineraries are not proving productive
 4. All of the above
- 3-36. Of the following steps, which is most important in itinerary preparation?
1. Setting goals to attain on the itinerary
 2. Reviewing new RAD material
 3. Contacting DEP members in the area of the itinerary
 4. Looking for additional contacts that may be made on the itinerary

- 3-37. School folders should be maintained on which of the following educational facilities?
1. High schools
 2. Vocational/technical schools
 3. Junior colleges
 4. All of the above
- 3-38. The RINC approves a recruiter's school canvassing plan by which of the following activities?
1. Initialing the school folder at the beginning of each month
 2. Initialing the school folder after each visit
 3. Making a training record entry
 4. Including the recruiter's input in the station plan
- 3-39. ZSs should review and initial school folders at which of the following times?
1. During each visit
 2. During the first visit each month
 3. During the first visit each quarter
 4. During the first visit following the scheduled school visit
- 3-40. School year goals for will-grads should be based on which of the following criteria?
1. Fair share only
 2. Past production only
 3. Quality only
 4. Fair share and subjective factors
- 3-41. The DEP status board should be displayed in view of prospects and DEP personnel.
1. True
 2. False
- 3-42. Maintaining the DEP status board is the responsibility of which of the following personnel?
1. DEP coordinator
 2. RINC
 3. ZS
 4. Recruiter designated in writing
- 3-43. The DEP status board provides which of the following information?
1. A rolling 12-month picture of the DEP pool
 2. DEP referral success
 3. Accession dates
 4. All of the above
- 3-44. If lists are available, you should fill out a prospect card for which of the following students?
1. Seniors only
 2. Seniors and juniors only
 3. Seniors, juniors, and sophomores only
 4. Seniors, juniors, sophomores, and freshman
- 3-45. Cards we retained in the work force file for what specific period of time?
1. 1 year from graduation
 2. 2 years from graduation
 3. 3 years from graduation
 4. 4 years from graduation
- 3-46. The college file includes cards on which of the following individuals?
1. All 2- and 4-year college students
 2. First and second year students attending 4-year colleges only
 3. First year students attending 2- or 4-year colleges only
 4. First and second year students attending 2- or 4-year colleges
- 3-47. The inactive file contains cards on which of the following individuals?
1. Disqualified and rejected individuals
 2. Prior service prospects
 3. Individuals the RINC has deemed not requiring further contact
 4. All of the above
- 3-48. Which of the following methods should be used to designate a card for the inactive file?
1. Write INACTIVE across the front of the card
 2. Draw a diagonal red line across the front of the card
 3. Note the reason for disqualification or rejection on the back of the card
 4. Both 2 and 3 above
- 3-49. Cards are retained in the inactive file for what specific length of time?
1. 1 year
 2. 2 years
 3. 3 years
 4. 4 years

- 3-50. Prior service cards should be retained for what specific period of time?
1. 1 year after release from active duty or discharge
 2. 2 years after release from active duty or discharge
 3. 2 years after RTC graduation
 4. 3 years after RTC graduation
- 3-51. The working tickler should be arranged by which of the following methods?
1. 12 months of the year with the first month divided by 31 working days
 2. 12 months of the year with the first 3 months divided by working days
 3. 12 months of the year with the first week divided by working days
 4. 12 months only
- 3-52. Of the following tools, which enables the RINC to ensure recruiters have the resources to complete planned prospecting and meet the station's goals?
1. Station planner
 2. PATE sheet
 3. Working tickler
 4. SMART system
- 3-53. The RINC should load the working tickler at which of the following times?
1. The first day of each week
 2. The first day of each month
 3. The last working day of each week for the following week
 4. The last working day of each month for the following month
- 3-54. Of the following considerations, which should come first when loading working ticklers?
1. Recruiter personality
 2. Past productivity
 3. NRS goals
 4. Carryovers
- 3-55. More work force cards are usually required than will-grad cards to net the same number of interviews.
1. True
 2. False
- 3-56. The number of prospect cards loaded into a recruiter's working tickler should coincide with which of the following factors?
1. Station contact ratios
 2. Station goals
 3. The recruiter's plan for the day
 4. The recruiter's goal for the month
- 3-57. Prospect cards for individuals who have QNE'd should be maintained in the working tickler for what specific period of time?
1. 1 month
 2. 5 months
 3. 6 months
 4. 12 months
- 3-58. Local leads cards should be maintained in the working tickler for what specific period of time unless contracted or determined unworkable?
1. 1 month
 2. 2 months
 3. 3 months
 4. 4 months
- 3-59. Maintenance of the prospect card system is the responsibility of which of the following individuals?
1. Each recruiter
 2. RINC
 3. ZS
 4. All of the above
- 3-60. At what minimum interval should the prospect card system be purged?
1. Daily
 2. Weekly
 3. Monthly
 4. Annually
- 3-61. To estimate the number of cards in the prospect card system, 1 inch of cards should equal what specific number of cards?
1. 50 cards
 2. 100 cards
 3. 150 cards
 4. 200 cards

- 3-62. Which of the following methods should you use to determine the number of work force cards a station should have?
1. Multiply the number of high school seniors by 2
 2. Multiply the number of high school seniors by 4
 3. Use the number of 22- to 29-year olds from the STEAM data
 4. Use the total of high school seniors, 2- and 4-year college students
- 3-63. What minimum percentage of market identification should you strive for?
1. 50 percent
 2. 60 percent
 3. 75 percent
 4. 80 percent
- 3-64. The marketing operations plan is designed to accomplish which of the following actions?
1. Stimulate thinking
 2. Improve communications
 3. Unify efforts
 4. All of the above
- 3-65. The situation analysis portion of the marketing operations plan includes which of the following information?
1. Goals for the coming year
 2. Past production and activity analysis
 3. Subjective goaling considerations
 4. POA&Ms
- 3-66. POA&Ms must be written for what minimum number of programs?
1. 10
 2. 5
 3. 3
 4. 4
- 3-67. Every district's generic objectives—to improve over last year and meet or exceed all requirements—should be included in which, if any, portion of each POA&M?
1. The objective
 2. Action items
 3. Out of limits
 4. None; they are understood
- 3-68. The executive summary of the marketing operations plan is written at which of the following stages in development?
1. The beginning
 2. Directly before the POA&Ms
 3. Directly after the situation analysis
 4. The end
- 3-69. The zone situation analysis includes an evaluation of which of the following information?
1. Marketing data
 2. Past productivity
 3. Activity
 4. All of the above
- 3-70. Your resource projections in the situation analysis include which of the following assets?
1. Production recruiters
 2. Demographic conditions
 3. Market population
 4. All of the above